

MARKETING & SPONSORSHIP OPPORTUNITIES



SOCIETY FOR VASCULAR ULTRASOUND
2011 SVU Annual Conference
JUNE 16-18, 2011 ■ CHICAGO, IL

We're excited about the SVU 2011 Annual Conference, and especially about bringing this conference to Chicago, IL. Naturally we will do everything we can to maximize the opportunity to showcase the vascular ultrasound profession while in Chicago.

Come join us to celebrate the 2011 SVU Annual Conference, held in conjunction with the Society for Vascular Surgery (SVS) at the 2011 Vascular Annual Meeting (VAM). This is your greatest opportunity to reach the key decision-makers regarding vascular products and services at a key vascular event of the year. The SVU Annual Conference and the VAM will attract vascular technologists/sonographers, vascular physicians, and vascular lab directors to one exhibit hall to experience new technologies, learn the latest scientific research, and network with other vascular ultrasound professionals.



Maximize your exposure to the vascular ultrasound community through the sponsorship of the 2011 SVU Annual Conference.



The VOICE for the Vascular Ultrasound Profession since 1977

HERE'S WHO WE ARE

Founded in 1977, the Society for Vascular Ultrasound, (formerly the Society of Vascular Technology) is the only professional organization completely dedicated to the advancement of noninvasive vascular technology used in the diagnosis of vascular disease. SVU is comprised of more than 4,700 vascular technologists/sonographers, physicians, nurses, and other allied health professionals. SVU offers educational programs, publications, CMEs, networking opportunities, legislative and regulatory advocacy, and more. Please visit our website at www.svunet.org.

WHAT IS THE VASCULAR ANNUAL MEETING ABOUT?

For the eighth year in a row, the Vascular Annual Meeting will be one of the world's largest gathering of vascular professionals and industry representatives dedicated to the diagnosis and treatment of vascular disease. The concurrent annual meetings of the Society for Vascular Ultrasound (SVU) and the Society for Vascular Surgery (SVS) will serve to encourage research, broaden the understanding of recent developments and the latest advances in vascular ultrasound, and evaluate technology from around the world.

WHO ATTENDS?

The 2011 Vascular Annual Meeting and the Society for Vascular Ultrasound's (SVU) Annual Conference is your greatest opportunity to reach the key decision-makers regarding vascular ultrasound products and services. In 2011, meeting attendees which are vascular technologists/sonographers, vascular physicians, vascular lab directors, vascular nurses and others, will be gathered in one place to experience your involvement and support of the vascular ultrasound profession.

SPONSORSHIP LEVELS

Platinum

over \$15,000

All Recognition Provided for Gold PLUS:

- A second complimentary full page ad (B&W) in the June or September 2011 issue of the Journal for Vascular Ultrasound (JVU).
- Platinum-level Sponsorship will be indicated on badges for each company representative attending
- Sponsorship of one Annual Conference Tutorial
- Special recognition at SVU Registration Area

Gold

\$10,000 to \$14,999

All Recognition Provided for Silver PLUS:

- One complimentary full page ad (B&W) in the June or September 2011 issues of JVU.
- Gold-level Sponsorship will be indicated on badges for each company representative attending
- Complimentary 1/2-page color ad (general placement) in Final Program
- Sponsorship of one Technical Showcase topic

Silver

\$3,500 to \$9,999

All Recognition Provided for Bronze PLUS:

- One complimentary marketing piece (max. 4 pages, no CDs) in SVU's Annual Conference Attendee Briefcase
- Press release at conclusion of Conference

Bronze

\$1,500 to \$3,499

All Recognition Provided for Copper PLUS:

- Signage recognizing all sponsors in the SVU Registration area
- Signage recognizing your sponsorship will be provided for display in your booth
- Listing in the SVU Annual Conference Final Program
- Recognition at the SVU Annual Conference in announcements from the podium
- Recognition on SVU Annual Conference website page through July 31, 2011

Copper

up to \$1,499

- Recognition in June 2011 issue of JVU
- All sponsors will be listed in the May and June 2011 e-Spectrum issues and the July 2011 post Annual Conference e-Spectrum

SPONSORSHIP OPPORTUNITIES MENU

- Visibility with the finest organizations dedicated solely to vascular ultrasound
- Unsurpassed networking opportunities
- Visibility on the 2011 SVU Annual Conference Website
- Logo recognition
- Special signage at SVU Annual Conference

- Technical Showcase – demonstration spaces
- Early Morning Tutorials
- Lunch with the Experts Sessions on Thursday, Friday, and Saturday
- Lunches served in the Exhibit Hall
- Morning and afternoon refreshment breaks
- Exclusive access to the General Session

EVENTS

SVU Awards

Let the SVU members know you care about their career achievements and standards of excellence by sponsoring an SVU Award. Signage identifying the sponsor(s) will be prominently displayed at the award ceremony session.

<i>Award</i>	<i>Investment</i>
Professional Achievement Award	\$1,000
Pioneer Award	\$1,000
Alex Chao, MD, Young Investigators Award	\$1,000
D.E. Strandness, MD, Scientific Award for Excellence in Research	\$1,000
Physician Presenter Award.....	\$500
Excellence in Oral Clinical Presentation.....	\$500
Member First-Time Presenter	\$500
Excellence in a Scientific Poster Presentation.....	\$300
Excellence in a Case Study Poster Presentation	\$300
Student Oral Presentation	\$300
Student Poster Presentation.....	\$300

Marketing Advantages Include:

- Website and on-site Final Program identification as a sponsor
- News release mention of your sponsorship of an SVU Award.
- Special signage at SVU Annual Conference

SVU Annual Conference Meet & Greet Reception

Investment: \$15,000

Make a bold statement to every 2011 SVU Annual Conference attendee by hosting this reception before the start of the Annual Conference on Wednesday evening. After a day of pre-annual conference professional education, everyone is ready for a cool drink, great hors d'oeuvres and some networking opportunities with other SVU members, Board of Directors, and staff.

Marketing Advantages Include:

- Exclusive event sponsorship includes mention with logo in SVU Annual Conference Final Program
- Ability to provide one give-away to attendees (subject to SVU approval).
- Website and on-site Final Program identification as a sponsor



EDUCATIONAL PROGRAMMING

Technical Showcase

Investment: \$1,700

(Demonstration Spaces—8 Spaces Available)

Each participating vendor will make a 5-minute PowerPoint presentation on their latest equipment features while attendees enjoy a continental breakfast. This is a prime time option to show off your equipment, or a new product. At the end of the presentations, each vendor will have the opportunity to showcase their equipment features on models and offer attendees the opportunity to participate in hands-on scanning.

Vendors:

- Vendor topic included—PowerPoint on memory sticks (5" each)
- Vendor representative / expert
- What they should present.... latest technology, scanning features, etc.
- Model(s)
- Furnish attendee handouts

Technical Showcase Demonstration page includes:

- Projector Screen
- Computer
- Pillows
- Sheets, blankets
- Tables for models
- Electrical outlets
- Extension cords
- Breakfast
- Sign up/ Evaluation sheets

Marketing Advantages include:

- Exclusive sponsorship of one Technical Showcase presentation
- Website and on-site Final Program identification as a sponsor
- Special signage at your Technical Showcase session

Invited Speaker Sponsor

Investment: \$1,700

Enjoy the prestige of sponsoring a special invited speaker for the SVU Annual Conference. Subject to SVU approval, you can make suggestions on the topic and/or speaker, be it a motivational speaker or an expert member of the vascular ultrasound community.

Marketing Advantages Include:

- Recognition at session from moderator
- Website and on-site Final Program identification as a sponsor

Lunch with the Experts Sessions

Investment: \$1,700

Sponsor one of our daily Lunch with the Experts Sessions. Work with faculty to offer education and display your equipment with a hands-on demonstration of an educational topic presented. Sponsors may suggest speakers and topics for SVU Program Committee approval.

Marketing Advantages Include:

- Exclusive sponsorship of one Lunch with the Experts
- Website and on-site Final Program identification as a sponsor

Morning Tutorial Sessions

Investment: \$1,200

Sponsor one of SVU's eight early morning tutorial sessions. Work with faculty to offer ultrasound education and display your equipment by offering hands-on scanning on the educational topic presented. Sponsors may suggest speakers and topics for SVU Program Committee approval.

Marketing Advantages Include:

- Recognition at session from moderator
- Sponsor representative can be in the room for questions.
- Website and on-site Final Program identification as a sponsor

ADVERTISING

Final Conference Program Advertising

The Final Program includes abstracts and other AC details to be given to every SVU Annual Conference attendee.

Back Cover	\$2,200
Inside Covers	\$1,800
Opposite Table of Contents	\$1,550
Full Page Color Ad (7" x 10")	\$1,300
Full Page B&W Ad (7"x10")	\$900

PRODUCTS

Conference Pocket Guide

Investment: \$1,000

This is the best "go to" guide while attending the SVU Annual Conference and it is distributed in the official conference briefcase. It helps attendees navigate the McCormick Center in Chicago, while having the schedule at a glance at their fingertips. With your company logo prominently displayed attendees will see your company name and logo over and over again.

Marketing Advantages Include:

- Exclusive sponsorship
- Ability to customize the guide with your own branding identity and message
- Website and on-site Final Program identification as a sponsor
- Identification during the opening General Session

SVU must approve final copy and logo usage.

Conference Briefcase

Investment: \$5,000

Badge Lanyards

Investment: \$3,000

Make every attendee and exhibitor an extension of your branding by displaying your logo name on your choice of lanyard distributed to each attendee at registration. Your brand will make the rounds all week as attendees move around the McCormick Center in Chicago.

Marketing Advantages Include:

- Exclusive sponsorship of the lanyards
- Website and on-site Final Program identification as a sponsor

Briefcase Flyer Handouts/Inserts

Investment: \$600

Display your latest marketing materials in a flyer (1 page, 2 sided) in SVU's Annual Conference attendee briefcase. Vendor supplies inserts. Limit of one marketing flyer per company.

Personalized Notepads

Investment: \$1,100

You supply notepads with your company logo and we will insert it in the SVU Annual Conference briefcases for SVU Annual Conference attendees. Size up to 8½" x 11" lined pads, 30 sheets minimum.

Take One Table

Investment: \$300 per item

Display your latest marketing materials on SVU's "Take One Table" in the back of SVU's General Session Room. Volume discounts of \$200 per item are available for vendors who also commit to exhibiting their materials on the "Take One Table" at all SVU Interpretation Courses in 2011.

CUSTOM SPONSORSHIPS

SVU welcomes suggestions and ideas for other sponsorship opportunities, which must be approved by SVU. To discuss sponsorship opportunities and to reserve your spot, please contact:

Francine Hamme
Director, Marketing & Communications
Society for Vascular Ultrasound (SVU)
4601 Presidents Drive, Suite 260
Lanham, MD 20706-4831
fhamme@svunet.org
Tel: 800-788-8346



SVU 2011 ANNUAL CONFERENCE Sponsorship Application

All requests must be in writing on the official form provided. Fax transmissions will be accepted. Sponsorships will be assigned according to the order of receipt of the completed Sponsorship Application. Sponsors will receive confirmation of acceptance. If the event/item you select is no longer available, you will be contacted to discuss an alternative sponsorship.

By signing this document, company agrees that this is a legally binding agreement and that 50% payment is due with this signed agreement and the balance is due by **May 15, 2011**.

In the event of cancellation, a refund will not be issued unless the sponsorship is resold at the full amount. At that time a full refund less 25% administrative fee will be issued.

All forms available on www.svunet.org.

SVU Tax Identification Number is 31-0949301.

Art deadline

All artwork, inserts, and samples must be submitted to SVU for approval prior to use by **March 31, 2011**.

IDENTIFICATION INFORMATION

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____

PAYMENT

50% due with signed agreement and 50% due on or before **May 15, 2011**

Our check is enclosed

Please Invoice

Please charge my credit card:

Visa Mastercard AmEx

Card Number _____

Expiration Date _____

Name as it appears on the card _____

Signature of Cardholder _____

SPONSORSHIP INFORMATION PLEASE CHECK ALL THAT APPLY

Levels

- Platinum \$ _____
- Gold \$ _____
- Silver \$ _____
- Bronze \$ _____
- Copper \$ _____

- Morning Tutorial Session: \$1,200 (suggested topic: _____)
- Sponsor a special speaker: (speaker/topic suggestions _____)

Events

- Award: _____ \$ _____
- Annual Conference Attendee Reception: \$15,000

Advertising

- SVU Final Program Advertising ad type _____ rate \$ _____

Educational Programming

- Technical Showcase: \$1,700
- Invited Speaker: \$1,700 (suggested topic: _____)
- Lunch with the Experts: \$1,700

Products

- Pocket Guide: \$1,000
- Attendee Briefcase: \$5,000
- Badge Lanyards: \$3,000
- Briefcase Product Handout: \$600
- Personalized Notepads: \$1,100
- Take One Table: \$300 per item / Volume discount

PLEASE SEND COMPLETED FORM TO:

Frankie Hamme
Society for Vascular Ultrasound
4601 Presidents Drive, Suite 260
Lanham, MD 20706-4831
Tel: 800-788-8346

OR

Fax completed form to 301-459-5651

Logos

Please send an email to fhamme@svunet.org with an electronic full-color copy of your company logo for use in recognition materials when submitting this completed form.